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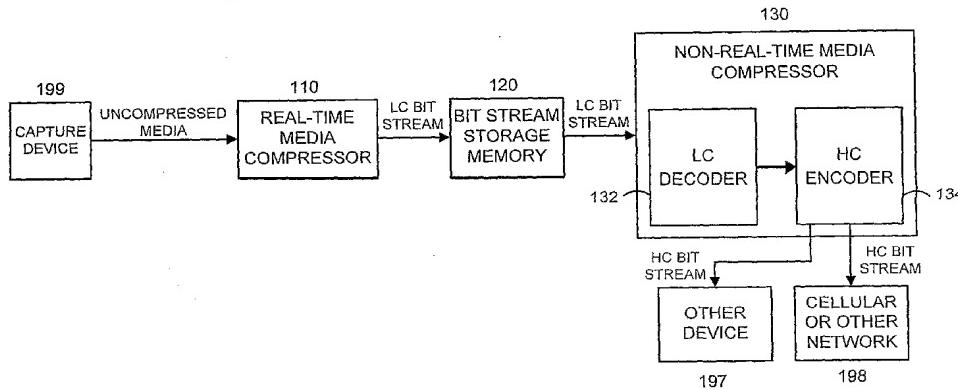
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(54) Title: MULTI-STAGE MEDIA COMPRESSION TECHNIQUE FOR POWER AND STORAGE EFFICIENCY



(57) **Abstract:** There is provided an apparatus for compressing media content in an electronic device having a video capture device for capturing the video content. The apparatus includes a real-time, Low Complexity (LC) video compressor (110) for compressing the video content into an LC encoded bit stream in real-time. The apparatus further includes a non-real-time High Complexity (HC) video compressor (130) for generating an HC encoded bit stream from the LC encoded bit stream in non-real-time.